



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 64

NEW YORK, N. Y., THURSDAY, SEPTEMBER 30, 1937

FIVE CENTS

## 5-Day Week for Whole NBC Setup

### Looking On ... AND LISTENING IN

**AFM ACTION** Every radio station, big and small, affiliated or independent, that is going to be affected by the pending agreement with the American Federation of Musicians owes it to itself to come forth and make its problems known before an agreement is made. That's the only way to assure an all-around fair deal.

The Independent Radio Network Affiliates committee reports a gratifying response to its questionnaires, and the NAB meeting Oct. 12 is expected to be well attended.

But there are always a certain number who believe in letting the other fellow do it. This is no time to play ostrich.

Those who do so are liable to wake up in a hospital next morning, asking "What hit me?"

**I. Q.** Months of faithful listening to Prof. Quiz, Uncle Jim McWilliams and a few other quizzers has revealed that the general run of school and college students, as well as many teachers, who have appeared on these programs, are surprisingly short on practical knowledge.

Educators seeking to impose cut and dried formulas for teaching by radio should give this a little thought.

Useful knowledge can be inculcated much more readily when sugar-coated with fascinating entertainment.

**DRAMA** Drama of the legitimate brand is steadily making progress on the airwaves, but there are a couple of things that it is rather slow in finding out.

One is that dramatic skits, usually acted by guest stars, are out of place in a musical program.

The other, and even more important, is that you can't get many folks to listen to a lot of dialogue after 10 o'clock at night; it's too easy to fall asleep. D.C.G.

#### Nobody Home

Charlotte — WBT's "Dancing Party", heard 12:30-2 a.m., with Bill Bivens, announcer, presenting recorded numbers on request, is getting very popular—especially out of town. One night last week no calls came in from the Carolinas, but some arrived from New York, Atlanta, Miami, Boston, Birmingham and Peoria.

### 250 MEMBERS ALREADY FOR AFRA IN CHICAGO

Chicago—New local of American Federation of Radio Artistes, organized here last week, is reported to have more than 250 members representing almost all elements of actors, singers and announcers here except the NBC mikemen. NBC men, just given a five-day week of 40 hours with two successive days off and salaries said to average around \$150 a week, so far have shied away from AFRA. A sizeable group of

(Continued on Page 2)

### Lord & Thomas Extending West Coast Operations

West Coast Bureau, *RADIO DAILY*  
Los Angeles—In addition to the new Lucky Strike variety show in cooperation with Warner Bros. and Transamerican, Lord & Thomas is aggressively entering the Hollywood field in other directions. Tom Mc-

(Continued on Page 3)

### Wash'n Apple Campaign Scheduled for Oct. 11

Seattle—Using a large group of stations, especially in the major apple markets of Chicago, New York and Philadelphia, the Washington State Apple Advertising Commission starts its new campaign Oct. 11. Norman G. Mogge of J. Walter Thompson Co. is handling radio end.

### MCA Frisco Opening

San Francisco—Music Corp. of America opens its new offices at 111 Sutter St. tomorrow with a party. Lyle Thayer and Dorsey Forrest were brought here from L. A. Plans include reviving some big-time vaude bookings.

## Justice Black Favors Radio For His Klan Talk—If Any

### New Fitger Beer Show On Four Minn. Stations

Chicago—Fitger Beer Co., through Leo Burnett agency, is starting a sportsman's show Saturday over WCCO, Minneapolis, WEBC, Duluth, WHLB, Virginia, and WMFG, Hibbing. Paul H. Harper is account executive.

## All Owned and Operated Stations Are Expected to Go on New Schedule Within Next 48 Hours

By HOWARD J. LONDON

Within the next 48 hours, NBC will announce a five-day week for the entire NBC set-up including the NBC owned and operated stations, it is understood. Network yesterday admitted that the subject was being discussed but no decision had been reached as yet.

Some time ago Lenox R. Lohr, NBC president, asked the various departments to submit reports on whether the summer system of a skeleton staff on Saturdays could be maintained and network operated efficiently. Two of the largest divisions concerned answered in the af-

(Continued on Page 12)

### Luckies Renewing

Lucky Strike cigarets on Nov. 6 will renew its "Hit Parade" series on 92 CBS stations, 10-10:45 p.m., for another 13 weeks. Series is well into its second year on the network. Lord & Thomas is the agency.

## CBS-ACA LABOR CASE REFERRED TO WASH'N

National Labor Relations Board closed its hearing yesterday on the American Communications Association-CBS case and referred its findings to the board in Washington for a final decision. Hearing, which lasted for two days, featured a bitter fight by the American Communica-

(Continued on Page 2)

## Television Station Permit Is Sought by DuMont Lab

Upper Montclair, N. J.—Allen R. DuMont Laboratories has applied to FCC for construction permit for an experimental television station on 46,000-56,000 kc., 50 watts visual and 50 watts aural power.

### Skolsky Time Set

Sid Skolsky, columnist, starts his weekly Emerson Drug Co. (Bromo-Seltzer) series Wednesday, Oct. 6, at 8:30-8:45 p.m. over NBC-Blue.

## WEBS AND AFM MAKE UP BUT NO PACT DRAWN YET

Rapprochement between NBC and CBS and the AFM on the matter of key station contracts resulted in two sessions being held yesterday afternoon and evening, but the net result appeared to be a little better than status quo. Next conference date is indefinite and may be called some time today, but the most likely

(Continued on Page 3)

## Martin Gosch Joins CBS In Program Department

Martin Gosch, former radio director of Warner Bros., has joined CBS in a program direction and writing capacity. Gosch will begin

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### Candid Mike

Minneapolis — Candid camera technique prevailed last week when WTCN covered University of Minnesota Freshman Week. Charles Irving, special events announcer, wearing a disguised lapel mike with concealed wire, got some pretty earfuls from the freshman gals while dancing. Mikes were also hidden around usual school meeting places.

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### AFRA Cards Interchangeable

Members of the American Federation of Radio Artistes now may interchange their cards with those of Actors' Equity, Screen Actors' Guild and the American Guild of Musical Artists. Equity Council, last of the group to ratify the move, agreed that when a member shifts from one of the unions to another, he may do so without paying full membership dues, but approximately half of this amount. Same arrangement applies to initiation fees. Some 30,000 artists are involved in the three organizations.

### Martin Gosch Joins CBS In Program Department

(Continued from Page 1)  
work immediately on a new series of comedy shows contemplated by the network. Gosch's appointment appears to coincide with the reported revision in the entire sustaining program setup of CBS.

### Gaines Will Produce Admiracion Program

Charles Gaines is succeeding Roger White as producer of the Admiracion show on Mutual with Tim Ryan and Irene Noblette, effective Oct. 10. Understood that the Charles Dallas Reach agency, handling the show, contemplates changing talent with the exception of Tim and Irene. Orchestra choice is said to lie between two semi-name outfits. Gaines is also a producer for World Broadcasting System.

### McCorkle to Preside At FTC Music Hearing

Washington Bureau, RADIO DAILY  
Washington—George McCorkle, director of the trade practice conferences of Federal Trade Commission, will preside at the "general conference hearing" of the popular music publishers to be held in the main hearing room of the FTC on Monday at 10 a.m.

### Ad Ass'n Picks Slate

Election committee of the Association of Advertising Men has completed the new slate for the coming election, scheduled for Oct. 7. Nominated for the various offices are Eugene Pilcher, president; John McGuire, vice-president; Gilbert Reid, secretary; T. L. Martin, treasurer; Walter Radcliffe, assistant secretary; Wilbur Stark, WMCA, assistant treasurer; Thomas Hughes, Mack LeBlang and Steve Brody, directors.

### Ralph Patt Shifted

Detroit—Ralph Patt, on the WJR announcing staff for the past eight years, has moved his desk into the sales department. He will continue to conduct the early morning Patt-Guest show. Ralph is a brother of John Patt, v.p. and g.m. of WGAR, Cleveland; Bob Patt of Campbell-Ewald and Jim Patt of CBS.

### Dr. Fosdick Returning

Dr. Harry Emerson Fosdick returns for a winter series of National Vespers on Sunday at 4-4:30 p.m. over NBC-Blue.

### 250 Members Already For AFRA in Chicago

(Continued from Page 1)  
actors is still reported holding out until the attitude of advertising agencies toward AFRA is clarified. Organization expected to become potent here because of the domination of dramatic programs, more than 50 script shows having been signed by sponsors on the major stations and networks for origination here.

### New INS Branch Heads

William L. Cartan has been appointed Central Division news editor of INS with headquarters in Chicago. Barry Faris, INS editor-in-chief, also announces appointment of Jerry Hallas as manager of the Hartford bureau, succeeding Walter Kiernan, who is being shifted to the New York staff, while Norman Agathon has been signed as manager of the Des Moines bureau.

### Social Security Seizure

New Orleans—For non-payment of social security, salaries of Merwin Andrus and his orchestra, along with receipts of a dance hall, were seized this week by internal revenue officers.

### 500th NBC Special Event

NBC special events department on Monday booked its 500th special event. Booking No. 1 was the opening of Congress and No. 500 was a short wave broadcast from the MacGregor Expedition which is enroute to the North Pole.

Other highlights of the year's specials were inauguration of President Roosevelt, Coronation of King George VI, Ohio Valley floods, Hindenburg disaster, coverage of the eclipse from mid-Pacific and the America's Cup Races.

### W. H. Smith Joins CBS Bureau

Addition of Walter H. Smith to Columbia Artists Inc. was announced yesterday by Lawrence Lowman, CBS v.p. Smith has been associated with the CBS program service department for the past few months.

### Douglas Romine Joins KARK

Little Rock, Ark.—Douglas Romine, formerly on KLZ, Denver and KVOO, Tulsa, is the newest addition to the KARK announcing staff.

**SWING WITH  
"The Frolicmakers"**  
Participating Program  
12-1 Daily

WCOP

BOSTON

## COMING and GOING

FRANK E. RAND, in charge of CBS publicity for the western division, returned to Chicago the other night by plane from Kansas City after conferring with M. F. (Chick) Allison, in charge of KMBC publicity.

ELWOOD WHITNEY, J. Walter Thompson art director, arrived on the Coast Tuesday from New York to confer with Danny Danker.

LYN MURRAY's choral group, "The Gauchos", leave Dallas for an eight-week engagement in Mexico City.

JACK MILLS returns to New York from Europe aboard the Normandie today.

WILLIAM S. PALEY, president of CBS, returns from Europe today with MRS. PALEY aboard the Normandie.

EZIO PINZA and ELISABETH RETHBERG of the Metropolitan Opera Co. arrive from Europe today.

TIM and IRENE are in Chicago today for a personal appearance at the National Drug Convention.

JOE HILLER of the Pittsburgh office of CRA is in town visiting home office.

DICK STEVENS of Chicago also a visitor here at CRA, preparatory to going Cleveland office of the organization.

JAMES AULL, director of publicity for KYW, Philadelphia, was in town yesterday on his honeymoon. He was married to G. Helena Longacre last Saturday.

CLAY MORGAN, NBC director of promotion, arrives back in town from his European trek Tuesday morning aboard the Ile de France.

BILL BAAR, NBC's "Grandpa Berton," is back from England from whence he aired 22 programs over the BBC plus some television work.

### First Opera Auditions

Sherwin-Williams Co. (paints) has set the talent line-up for the first of its 1937-38 series, starting over an NBC-Blue network Oct. 3 at 5-5:30 p.m. As in previous years, sponsor will feature talent quests for the Metropolitan Opera and Wilfred Pelletier conducting the Metropolitan Opera orchestra. First contestants to be heard are Hardesty Johnson, tenor, Viridie Mauret, coloratura, and Jess Walters, baritone. Final winners will be announced at the conclusion of the series next spring, and will be given roles in the spring schedule of the Met.

### WTCN Appointments

Minneapolis—Stephen Wells, former free lance news and publicity man, has joined WTCN as director of publicity and special events.

Russ Lamb, formerly of WBAP, Fort Worth, is an addition to the announcing staff.

**LEE GRANT**  
AND HIS ORCHESTRA

**25th WEEK**

SPONSORED BY GENERAL MILLS



3 HOURS DAILY

2:30-5:30 P.M.

### ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

**Coming Events**

Sept. 25-30: International Exposition of Radio, Porta Bastioni di Venezia, Milan.

Oct. 1-3: National Radio Parts Show sponsored by Radio Manufacturers Ass'n and Sales Managers Club, Commercial Hall, Port Authority Bldg., New York.

Oct. 4: Popular Music Publishing Industry trade practice hearing, before Federal Trade Commission, Washington.

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Oct. 4-5: Advertising Federation of America district convention, Providence Biltmore Hotel, Providence.

**Lord & Thomas Extending West Coast Operations**

(Continued from Page 1)

Avity is set to remain here permanently, and other shows in immediate prospect are a new one for Pepsodent when Amos 'n' Andy switch Jan. 1, and another for Quaker Oats. Jack Runyon, who has been quietly pioneering for several months, will function with McAvity in the enlarged L. & T. set-up.

**Gene Baker Joins Lunke**

Seattle—Gene Baker, formerly with NBC, CBS and KIRO, has joined James R. Lunke & Associates as manager of the Seattle office. He will have direct charge of the Weco Radio Productions unit.

Lunke has gone to Chicago to open a branch.

**Zeke Manners on NBC**

Zeke Manners will emcee a new variety program, "The Hayriders", opening tomorrow on NBC-Blue at 2:30-3 p.m. The Kidoodlers, Lucille and Lanny, "Giggling Gab" Drake, Elton Britt and Ezra Hetherington will be included in the first program.

**Movie Based on Radio**

Chicago—Maurice Lowell, NBC production director, has written and will be technical adviser on "Listen In", a movie short about radio programs, to be filmed by Warner Bros. Shots of several radio shows will be used.

**NEW PROGRAMS—IDEAS**

**"Wake Up and Live"**

"Wake Up and Live" is the title of an early morning commercial series started this week over WTMV, East St. Louis, with Greater St. Louis Sears-Roebuck stores as sponsor. Show features drama ("The Andrews Family") music and novelty gags. Free gift goes to every listener phoning station half hour after offer. Scriptor Charles E. Barnhart supplies and directs the drama, with a cast including Irene Virginia Miller, Florence Kohl, Howard E. Woodard, Eugene Craft, and Fred Moegle. Woody Klose and station program staff devised the broadcast.

**Inside Page News**

Ray Barrett, staff announcer at WDRC, Hartford, has written a new program which is to be auditioned soon called "Let's Look at the Inside Page." In this program, Barrett takes unusual news events of the day, elaborates on them and presents them in a partly dramatized form. He also, on occasion, adds items of interest from his own experience.

**Webs and AFM Make Up But No Pact Drawn Yet**

(Continued from Page 1)

time is next Monday. AFM sub-committee meets Mutual key station executives today, and it is possible that if time is open the webs may again get together with the AFM.

Understood that Pres. Jos. N. Weber of AFM is amenable to signing either NBC or CBS by itself provided an agreement can be reached with one and not the other. However, a network representative told RADIO DAILY that there was no reason why both the major networks couldn't sign together. Niles Trammell, NBC Central Division head; Mark Woods, NBC treasurer; Edward Klauber, CBS executive vice-president; Melford Runyan, vice-president; Lawrence W. Lowman, vice-president in charge of operations and H. Leslie Atlass (WBBM) and a CBS vice-president, were in the conference.

AFM sub-executive committee comprised of Weber, Jimmy Petrillo and Fred Birnbach is holding out for a pact that runs about a year and a half, to coincide with that of the proposed agreement with the IRNA. Nets, among other things, want a longer contract. Pushover on either side was not indicated, judging by serious mien of the conferees.

**Equal CBC Status for Mutual**

New deal made between the British Broadcasting Corp. and Mutual gives latter same status as other major webs, with arrangements being made for interchange of at least one program weekly via CBC. First of the new English shows will be heard Saturday. Program is West of England Folk Singers. Canadian exchange of programs on Mutual has been on since June 1935.

**KVOO Presents Funny News**

A new program titled "Funny Facts in the News" was sold last week by KVOO, Tulsa, to National Bellas Hess Clothing Co. The broadcast is presented at 12:25 p.m. every week day. It consists of humorous incidents written and presented in a light style—an auxiliary feature of the station's regular news broadcast.

**Fan Mail Club**

To step up response from area outside accepted coverage, WRBL, Columbus, Ga., has started a Fan Mail Club. Letter from remotest point each day makes listener who sends it an honorary member. Next day, special program is aired for winner.

**WKY Wins Exclusive**

Oklahoma City—Despite protests of Mutual representatives, action of the board of regents in granting WKY exclusive broadcast rights to Oklahoma University football games has been upheld by Governor Marland.

**GUEST-ING**

RAY MILLAND, film star, MARGO (stage and screen actress) and RICHARD BONELLI (not Margo and Richard Bonelli as inadvertently reported), on Kraft Music Hall, tonight (NBC-Red, 10 p.m.).

MISS DEAN, physical trainer, on Frankie Basch program, tomorrow (WMCA, 7 p.m.).

WILL OSBORNE and orchestra, on Martin Block's "Make-Believe Ballroom", tonight (WNEW, 6 p.m.).

MELVILLE RAY and ROSE DIR-MANN, on "Story of Song", Oct. 5 (CBS, 3:30 p.m.).

**Wendy Barrie With Haley**

Wendy Barrie of the films will be comedienne on Jack Haley's Log Cabin program starting Oct. 9 on NBC-Red. Warren Hull, Virginia Verrill, Ted Fio Rito's orchestra and the Three Little Sugars (Dorothy Compton, Marjorie Briggs and Betty Noist) are other members of the cast.

**ONE AD**

*You Won't*

**ANSWER!**

IF (1) you're a hermit or (2) psychic or (3) just too toxic to care about one big thing that has happened at the foremost greater-New York station during the past six months, you won't want to answer this ad. But, if (4) you're an agency space-and-time-buyer, or an advertiser, who is ALIVE and likes FACTS put down in clear black language and simple pictures, you'll want to write to WOR now for a FREE COPY of "Certain People." This is a fascinating little book which gives you the names of almost 200 WOR sponsors and the lowdown on the programs they have used to work this station to their advantage. Smart people will address their requests pronto to: Sales Office, WOR, 1410 Broadway, in New York.

**WOR**

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

Sentinel Broadcasting Corp., Syracuse. CP for new station. 620 kc., 500 watts, unlimited.  
Cleveland City Board of Education, Cleveland. CP for new high frequency station. 26,400 kc., 500 watts.

Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

WCLS, Inc., Joliet, Ill., Auth. to transfer control of corp. from R. W. Hoffman to L. W. Wood. 51 per cent of stock.

KIEM, Eureka, Cal. Auth. to transfer control of corp. from H. H. Hanseth to Wm. B. Smullin and Standard Printing Co. 18,750 shares common stock.

Mountain Top Trans Radio Corp., Denver. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

### SET FOR HEARING

Roberts-McNab Co., Livingston, Mont. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited.

### ACTION ON EXAMINERS' REPORTS

Rapids Broadcasting Co., Cedar Rapids. Denied CP for new station. 1310 kc., 100 watts, unlimited.

### APPLICATION DISMISSED

Honolulu Broadcasting Co., Ltd., Honolulu, T. H. CP for new station. 1010 kc., 250 watts, unlimited.

## Seek Studio Audience Tax

West Coast Bureau, RADIO DAILY

Los Angeles—Mrs. H. M. Warner and Mrs. William Dieterle, wife of the Warner director-producer, are behind the movement to charge 6-cent admission to audience broadcasts, with proceeds going to Parent-Teachers Associations to furnish needy school children with hot and nourishing breakfasts. Meetings scheduled this week with advertising agency executives and network officials in an effort to put the plan into effect with the Jolson, Cantor and Penner shows as a starter. The 6-cent fee was fixed because that is the P.T.A. cost of one breakfast.

## CBS Short Wave Tests

W2XE, the CBS short wave outlet, is now conducting special experimental work on short wave transmissions to Europe and South America for the International Broadcasting Union, Brussels. Experiments are being conducted with the assistance of British Broadcasting Co. and are under the supervision of A. B. Chamberlain, CBS chief engineer. Results will be studied at the Cairo Radio Convention to be held next year.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

Kenny Baker  
Nat Brusiloff  
Shirley Lewis



### PRESS AGENT'S PARADISE!

● ● ● Third installment of our desk cleaning stunt: Phil Baker carries almost as much insurance on his accordion as he does on himself. . . . Frank Black has more than 100,000 miles in the air to his credit because of his plane commuting weekly between N. Y. and Chi. . . . Raymond Paige is still tinkering with his high-powered boat and often rushes to rehearsals in overalls and a greased-smudged face. . . . Clarence Muse, the baritone, is to California's colored population what Joe Louis is to Harlem. . . . Marek Weber, European Maestro, who made his American debut via NBC-Blue. Tuesday, has taken out his first citizenship papers and joined local 802. . . . Eddy Rogers, whose band opened Tues. at the Rainbow Grill, is the son of the Italian Consul at Norfolk. . . . A carrier pigeon recently flew into the office of Charles Green, proxy of CRA—WITHOUT a message from the booking front. . . . Prexy Green released the bird and thereby is slated for some good luck.

● ● ● Freddie Gibson is considered to be the greatest singer by Lee Wiley, Gertrude Niesen and other femme singers from here to California. . . . Victor Young launched an association to lobby for a National Academy of Fine Arts, at a luncheon in the Victor Hugo restaurant. . . . Roy Campbell is looking for two tenors to be used in two new vocal groups he is preparing for the airways. . . . Lee Wiley leaves for the film colony shortly. . . . Jerry Mann is readying some new material which may be presented on a new program to be heard twice weekly. . . . Bill Burton removed his mustache but is growing a new one. . . . Jack Marshall of the Benny Meroff crew was tested by Warner Brothers the other day. . . . Jimmy Dorsey will feature June Richmond, a new colored girl, in his floor show at the Congress Hotel. . . . Jack Robbins plans to celebrate the 40th anniversary of Feist Music with a re-issue of many old Feist hits. . . . No. 1 tune on plugs last week was "That Old Feeling"—not bad for 40 years' work.

● ● ● Carlton KaDell, the announcer, and Don Wilson, another word-slinger, both broke into radio as baritones and still sing—in their bathrooms. . . . Edgar A. Guest prizes an autograph book in which the unusual guests of his "It Can Be Done" series have scrawled their names. . . . Lucille Manners is sending names for the "script-dog" on the "Aunt Jenny" programs trying to win the pedigreed scotch terrier that's being given as the prize for the best label. She can easily afford to buy a half-dozen but figures there's more kick out of winning one. . . . Arthur Boran suggests a squelcher for Charlie McCarthy by W. C. Fields: "I'll bore a hole in you, and let the sap run out."

● ● ● "Radio Night Club," a 60-minute recorded program originated on WEBQ, Harrisburg, Ill., four years ago by Eddie Wise, is still retaining its late audience and becoming one of the most popular features on the station. . . . Show is announced as "Radio Night Club, America's smartest mythical night club, located just outside the city limits of Anywhere, U.S.A." . . . Bill Welsh, sports editor for KFEL, Denver, news service is getting ready to defend his top honor among mountain region football forecasters—a distinction he earned during the 1936 season when he made a higher percentage of correct choices than any other picker in the mountain states. . . . He predicted results of 250 games, for a season's percentage of 775. Games also included Rocky Mountain conference contests. . . . Bill also talks about fishing conditions throughout the state and has quite a following with the rod and reelers as he has with the pigskin paraders.

## NEW BUSINESS

Signed by Stations

WMAQ, Chicago: Bowey's, Inc., "Terry and the Pirates", disks, through Stack-Goble Agency.

KFI, Los Angeles: Beaumont Laboratories, "Four Stars Tonight", disks, through H. W. Kastor & Sons, Chicago; Glass Container Ass'n, through U. S. Adv'g Corp.

WIOD, Miami: Cycle Trades of America; Goodrich Silvertown Stores.

KMOX, St. Louis: Mantle Lamp, "Musical Memories"; American Tobacco (Roi Tan cigars), announcements, daily, 52 weeks; Curtiss Co., 25 news flashes daily; Absorbine Mfg. Co., "Magic Kitchen" participating.

WJTN, Jamestown, N. Y.: Kendall Refining Co., Kendall football flashes, 15 mins., three weekly; Stroehmann Bros. Co., "Speed Gibson", disks, 15 mins., three weekly.

WNAC, Boston: Sterling Products, "Young Widder Jones".

WABY, Albany: Socony Vacuum Oil Co., all Yale games.

WOKO, Albany: Atlantic Refining Co., Cornell games Saturdays.

KINY, Juneau, Alaska: Carters Medicine, ET, through Conquest Alliance; Stewart Warner, "Morning Chat" participation, through Strang & Prosser; Quaker Burnoil Heater, daily announcement, through Strang & Prosser; Canned Salmon Industry, daily program; Sears-Roebuck, daily program.

WRAC, Williamsport: Chevrolet, disks and spots, through Campbell-Ewald; Bayuk Cigar, spots, through McKee, Albright & Ivey; Atlantic Refining, through N. W. Ayer; Carter Medicine Co., through Street & Finney; Penna. Publicity Committee, through Walker & Downing.

KCMO, Kansas City: Super Suds, spots, through Benton & Bowles.

WMAQ, Chicago: Midland Flour Milling Co., through Stack-Goble, also on WENR; Baume Bengue, Rival Packing Co.

KMOX, St. Louis: Grove Laboratories; Maryland Pharmaceutical Co., Rapinwax, Bayuk Cigars, Pinex, Penn Tobacco.

WOPI, Bristol: Philco mysteries, sponsored by W. W. Woodruff Hardware Co. of Knoxville.

KGVO, Missoula, Mont.: Ford Symphony and Al Pearce shows, Chevrolet, Chrysler (Major Bowes), Phillip Morris, Chesterfield, Texaco (Eddie Cantor), General Foods (Kate Smith), all through CBS.

KYW, Philadelphia: Thomas M. Leeming & Co. (Baume Bengue), through Wm. Esty & Co.; Appalachian Apples, through N. W. Ayer; Richard Hudnut, through BBDO.

## New Victor Bay Series

Victor Bay, recently signed under the exclusive management of the Columbia Artists Inc., will begin a new series of broadcasts Oct. 14, with Hollace Shaw as featured vocalist. A preliminary airing will be given on Oct. 4 at 10:30-11 p.m. New program is one in a series of classical musicals to be built by CBS as regular sustaining features.

Is your life insurance safeguarded against loss in event of "common disaster?"

**Jules Rosenberg**  
- INSURANCE -  
JOHN 4-2800 BEekman 3-0375  
80 JOHN ST., NEW YORK



# KATE SMITH

"THE SONGBIRD OF THE SOUTH"



TONIGHT

8 P. M. Over Columbia Broadcasting System

COAST - TO - COAST



**HENNY YOUNGMAN**

on



**THE KATE SMITH HOUR**



with

**KATE SMITH, A GRAND PERSON**

**"GOOD LUCK KATE"**

**WILSON, POWELL &  
HAYWARD Inc.**



**JAS. B. PEPPE, Gen. Mgr.  
444 Madison Avenue  
New York City**

**Artists' Representative  
Radio Producers**

**TED STRAETER**

and

**HIS CHORUS**

on

**THE KATE SMITH HOUR**

**With the Charming and Gracious  
"Songbird of the South"**





**JACK MILLER**

And His

Orchestra

In Happy Association

with

**THE KATE SMITH HOUR**



**ROBERT S. TAPLINGER, Inc.**

Publicity and Radio Relations

"Singing the Praises of"

**KATE SMITH**



NEW YORK  
CHICAGO

HOLLYWOOD  
LONDON

**TALLULAH BANKHEAD—HENRY FONDA**

Guest Stars



**THE KATE SMITH HOUR**





# TED COLLINS

PRODUCER

THE KATE SMITH HOUR





# Program Reviews and Comments

## MAREK WEBER

Sustaining

WJZ-NBC-Blue Network, Tuesday, 10:30-11 p.m.

### EMMINENT CONTINENTAL CONDUCTOR REVEALS DISTINCTIVE WARES IN AMERICAN RADIO DEBUT.

Marek Weber has long been a favorite abroad to a vast following and became known here to some extent through his recordings, particularly to those appreciating light Viennese classics and similar type music. Conducting a 30-piece orchestra of similar instrumentation to that he used abroad, Weber's interpretations proved more modern than expected and an excellent half-hour of zippy music. With strings predominating and the cymbalon for further Continental effect, the orchestra seemed well in hand at all times and took to the intricate arrangements in masterful style.

Opening of the "symphonic serenade" was a medley of Johann Strauss waltzes, that included "Blue Danube," following with "Afraid to Dream," fox-trot which received novel treatment, and then Dvorak's "Humoresque," with Weber doing the violin solos. European tango, "Zigeuner," was next, with a mezzo-soprano vocalizing; concluding highlight was a fantasy on Carioca, a monumental piece of arranging. The conductor however should stick mostly to his forte, light classics.

Weber has plenty of class appeal and was far from being over-sold by NBC. With Milton Cross on the announcing end, probably more dignity was present than good selling. After the opening spiel, Weber had to make good on his own. Continuity seemed to let down, not so much as a matter of selling Weber himself, but rather supplying more information to the listener when a tricky piece like the "Carioca" variation was on tap.

### "Phenomenon"

"Phenomenon-Electrifying History" made its debut on KMBC, Kansas City, Monday and is scheduled for five times weekly under sponsorship of local Light & Power Co. Transcriptions are a natural for local utility company sponsorship and if succeeding installments are as good as the first one, the disks will prove a rare combination of an adventure strip entertaining to both youngsters and grownups. Also notable is the fact that it delivers the sponsor's message without resorting to a lengthy commercial.

Somewhat along lines of Mark Twain's "Connecticut Yankee," the story concerns the experiences of a young electrical engineer who submits to the experiments of Dr. Light and is projected back scenes familiar in history. Cast is headed by Fred MacKaye, Robert Frazer, Jean Colbert, Claude Rains and Hugh Conrad who does the role of narrator. Script is by Barbara Winthrop and produced by Fran Heyser. Music by Albert Von Tilzer and P. Hans Flath.

## "JACK OAKIE'S COLLEGE"

R. J. Reynolds Tobacco Co.  
WABC-CBS network, Tue. 9:30-10:30 p.m.  
Wm. Esty & Co.

### SWING MUSIC AND NUTTY COMEDY FOR THE YOUNGSTERS WHO CAN TAKE IT.

Return of Jack Oakie in his jazzed up conglomeration of songs, comedy and good swing, does not alter the general plan of the program as compared to last season. Show is evidently built to appeal to the younger element among the cigarette smokers and to those who may soon become of age to go for lady nicotine. While there may be considerable diversion enroute, most of the program contains no particular sock, and quite possibly is following the right track in its crazy-quilt style of performance, what with a stronger and more formal proposition opposite on another network.

With Oakie were Harry Barris, songwriter and comedian; Stuart Erwin, Raymond Hatton, William Austin, Helen Lind, baby-voiced commedienne, and others. Also George Stoll orchestra from the Hollywood studios, and Benny Goodman picked up from Cleveland to supply the second half of the "double feature" program. Goodman band is, of course, played up and probably hands in most of the entertainment for many listeners. Audience is asked to send in their swing choice for future programs. Camel credits are easy to take as dished out by Dan Seymour, with Prince Albert pipe tobacco in for a plug at the close on a money back guarantee.

### "Heinz Magazine of the Air"

In addition to "Carol Kennedy's Romance," which is heard five days a week, the Wednesday and Friday broadcasts of "Heinz Magazine of the Air" over CBS is stretched to a half-hour, 11-11:30 a.m., with Julia Sanderson and Frank Crumit heading the talent, along with B. A. Rolfe's orchestra, Food Editor Bill Adams, and a guest, who yesterday happened to be Bill Pratt, comedian.

The well-known informal, genial and friendly style of Sanderson and Crumit fits very happily into a program of this kind. Their ditties and dialogue are always enjoyable, and yesterday's vocalizing of "The Moon Got In My Eyes" and "It's the Natural Thing to Do" by Miss Sanderson, with Crumit chiming in, was particularly pleasing.

Also entertaining was the brief comedy skit, and Rolfe's orchestra furnished efficient musical background for the program. Sandwiched into the routine was the daily episode of "Carol Kennedy's Romance," which is a good serial of its kind.

### Secretarial Shift

Virginia Latimer, secretary to A. A. Schechter, NBC director of news and special events, tomorrow becomes secretary to Alfred H. Morton, NBC manager of owned and operated stations, succeeding Ruth Danner, who has resigned to join the Carnegie Corp.



There Are  
**6,000,000 Like Him**

**...BUT HE CAN HEAR**

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

**Buck Rogers 25th CENTURY  
ACOUSTICON**



**DICTOGRAPH  
PRODUCTS CO., INC.**

580 Fifth Avenue

New York, N. Y.



## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

### KTSA—San Antonio

550 Kc.—5,000 Watts Local Sunset, 1,000 Watts Night

**H. C. BURKE, Manager**  
**WILLIAM G. EGERTON, Chief Engineer**

**K** T S A, one of broadcasting's veteran stations, operates under a license that was the second to be issued in the Lone Star State. It was back in 1922 under the call letters WCAR that the little pioneer toddled on the air with the aid of a 100 watt transmitter. For two hours, three times a week, its strident voice could be heard in a nondescript assortment of programs.

By 1926 the power had been jumped to 1000 watts and programs were going out over the air waves six nights a week. Two years later WCAR became KTSA. In May, 1936, it became a unit of Hearst Radio. Plans were immediately drawn up for expanding broadcasting facilities resulting in the increase to 5,000 watts. Late this summer, improvements costing over \$20,000 were completed at the studios and transmitter.

New transmitting equipment went into operation late last year, housed in a modern building on the Seguin Highway, an advantageous site overlooking the greater part of San Antonio. KTSA's ultra-modern high fidelity transmitter is one of the first to make use of the new stabilized feedback principle which was introduced by Bell Telephone Laboratories last year.

With the recent completion of new studios and installation of new studio equipment in the Gunter Hotel, KTSA is as modern and complete as most any broadcasting station in America.

Located on the third floor of the Gunter Hotel, the main studio has a stage and accommodates a studio audience of from 50 to 150 persons, depending on the size of the radio production. There are two other studios, two control booths, a client's audition room, music library, news and reception rooms. Decoration will be in white and "Bluebonnet" blue.

Complete new technical equipment was installed to match the "high fidelity" 5,000 watt transmitter that KTSA dedicated less than a year ago.

Executive offices, accounting, program, sales and engineering offices are located on the mezzanine floor, convenient to the studios.

### Poetic Drama on WTCN

Minneapolis—"'Neath the Forest Oak" an original poetic drama by Robert LeFevre, WTCN staff announcer, was aired last night over WTCN. The drama, written entirely in poetry, concerns itself with the philosophical aspects of life and at times soars into the realm of metaphysics in search of "the answer to it all". It was enacted with a musical background. Cast included Charles Irving, Hal Lansing, Robert LeFevre, Arleth Haeberle and Ann Ginn.

### ST. LOUIS

John Jacobs, late of KTSA, San Antonio, now with KMOX announcers, filling the vacancy created by resignation of Spencer Allen to become program director of KOAM, Pittsburg, Kan.

WEW's slogan contest ended with selection of "The Station You Will Listen to Again".

Dick Cross, who was temporary program director of WEW, has left the station.

James D. Shouse, KMOX g.m., in New York for several days.

Dorothy Nelson, KWK receptionist, married to Clifford M. Renner.

Allen Anthony is handling Grady Cantrell's "Morning Devotions" on KWK while Cantrell is away on business.

Ray Schroeder, original Mr. Fix-It on WIL, and his wife Peg are operating the Nevada, Mo., Herald, in which they recently bought a half interest.

### Scripting Baker's Show

West Coast Bureau, RADIO DAILY  
Los Angeles — Kirtley Basquette, magazine writer, has been signed to do the scripts for the Baker's program with Feg Murray and Ozzie Nelson.

### 3 New Shows on WHN

WHN is starting three new programs, Carson Robison and His Buckaroos on Monday at 11:30-11:45 a.m., also to be heard Wednesdays and Fridays; "Pinto Pete in Arizona," script show, Tuesdays at 9-9:15 a.m., and "The Merry-makers," Mondays through Fridays 7:45-8 a.m., from Cincinnati.

### COLUMBUS

Abram Ruvinsky, WHKC musical director, on his return from New York, where he conferred with Dr. Alfred Wallenstein, musical director for MBS, said a pretentious program of "better" music will be inaugurated this fall over WHKC.

Rose Kaye, WHKC's society editor, is now sponsored by Moores & Ross Co.

Ezra Martin will be presented on WBNS in a half-hour program called "Hello Ohio," assisted by Geer Parkinson at the organ, with market news, time and weather reports for rural listeners.

Hank and Slim Newman, with their Georgia Crackers, one of WHKC's oldest and most popular acts, now being sponsored by Sisson's Formulas.



NBC has a new serial, "Painted Rock," story of a school teacher in politics in a small town, coming up Oct. 4. Lenore Kingston, a newcomer, plays the leading role.

Joe Dumond, who has been pinch-performing for Ed McConnell and Harvey Hays, is now laid up himself with laryngitis.

Red Grange has been set for a WENR football stint sponsored by Hinckley & Schmitt (Corrinis Waukesa Water), through Baggaley, Horton & Hoyt.

NBC set a record Monday by originating nine programs in an hour in local studios.

Marge Kerr of Tom Fizzle publicity staff, rushed to Henrotin Hospital to have her appendix out. Phil Davis, her husband, of WLW musical staff, is here looking after her.

Bess Flynn and Bess Johnson back from New York.

Carlton Kelsey, musical director of CBS here, summoned to San Diego because of death of his mother, Carl Hohengarten is taking over his orchestra for the Wrigley broadcasts temporarily.

Bernardine Flynn is back in the Vic and Sade show after fortnight out to have her baby.

Alex Robb, assistant Artists Service manager at NBC, finally got in that vacation at Eagle River, Wis. When he started out July 2 he was injured in a train wreck at Evanston and laid up for weeks.

Fort Pearson is the voice of WENR's new "Your Football Prophet."

It's a girl in the household of John McLoughlin, WBBM-CBS accounting chief.

Jack Fulton of Poetic Melodies confined to his bed with severe cold.

Betty Reller, headliner of Betty and Bob, also is laid up.

### Zugsmith Suit Settled

A breach of contract suit brought by Al Zugsmith against orchestra leader Allan Leifer was settled yesterday for \$2,000 as the case was opened before Justice Keller, City Court, N. Y. County. Reuben Caidin was attorney for Zugsmith.

### Radio Education Book Out

"Listen and Learn: 15 Years of Adult Education on the Air," by Frank Ernest Hill, has been published by the American Ass'n for Adult Education, aided by the Carnegie Corp. of New York.

Hill contends that a difference between educators and broadcasters, with the former having responsibility and the latter authority, has slowed down the development of education by radio.

**PROMOTION**

**"Barn Dance" Mailing Piece**

A novel mailing piece has been prepared by KGVO, Missoula, Mont., on its "It's Barn Dance To-night." Designed in a layout characteristic of a barn dance, the folder is being sent to agencies whose clients have wide distribution in western Montana.

**WMPS Mother Tieup**

"The Sweetest Mother in Memphis" was the title of a unique radio contest conducted by Dr. Pepper and WMPS in conjunction with the showing of the picture, "Stella Dallas." Penny post cards were distributed to Dr. Pepper dealers containing the name of the contest, the name of the picture, theater, sponsor and station. WMPS in one week's time received 2,222 cards. Winner was awarded a gold watch by local jewelers. Fred Vosse, WMPS "Man on the Street," conducted the contest in conjunction with the "Dr. Pepper Sidewalk Forum."

**WBT Featured in Trade Ad**

WBT, Charlotte, has been featured in an advertisement prepared by CBS to be placed in leading trade publications throughout the country. A picture of a bewhiskered Confederate soldier giving vent to the old Rebel Yell highlights the advertisement, which goes on to explain that the broadcasting of the Rebel Yell at a recent dinner meeting of the United Daughters of the Confederacy in Charlotte was one of many unique broadcasting stunts put on by the enterprising WBT program department.

The ad points out that the WBT program department has for several years won leading showmanship awards and was of equal calibre to the CBS network staff.

**Zenith Teaser Postcards**

Zenith Radio Corp. is sending out thousands of teaser postcards, addressed and written in ink and signed "E.S.P.," suggesting tuning in on the company's NBC-Blue Sunday night program which deals with "extrasensory perception" (telepathy).

**Aiding Highway Patrol**

In its desire to perform public service, KGVO, Missoula, Mont., assumes a semi-official position in aiding the State Highway Patrol apprehend criminals in Western Montana. The patrol doesn't have any transmitters but all cars are equipped with receivers. When criminals are known to be at large on the highways, headquarters at Helena communicate with KGVO as the station broadcasts warnings on the regular chain breaks. The patrolmen keep

**DON KERR**

Master of Ceremonies  
WMCA

Fox-Fabian Amateur Hour  
General Mills Sports Parade  
Fox-Fabian Professional Parade

**RADIO PERSONALITIES**

S. S. FOX

S. S. FOX, president and general manager of KDYL, Salt Lake City, has been one of the west's radio trailbreakers. KDYL is one of the oldest stations in the United States, a close contestant for that honor with KDKA, having been founded in May, 1922. Taking charge of its operation in 1925, Fox has built it from small beginnings—a power of 100 watts—to its present status of 1,000 watts and affiliation with NBC's Red Network.



One of the west's radio trailbreakers .....

With a long record of successful showmanship behind him, Fox brought to the managing of KDYL an extensive knowledge of public entertainment methods, a deep understanding of human psychology and a brilliant sales technique. In consequence, KDYL has become a leader among stations of its size in the west.

He is an enthusiastic golfer and horseman, a member of the Shriners, the B.P.O.E. and the Salt Lake City Chamber of Commerce.

**KANSAS CITY**

Stage play "Excursion," opening Oct. 9 at Resident Theater, will feature Margaret Hillias, principal in WDAF's "Fatty Lewis" (Listerine), Jack Grogan, WHB announcer, and Arthur Ellison, KCMO dramatic staff, with W. Zolley Lerner, theater director and popular reader over KCMO, producing the play.

Antlers Club and Club Continental start ork commercials over KXBY.

Jack Grogan again announcing for WHB, after summer's absence leave with WDOD, Chattanooga.

**PHILADELPHIA**

Jack Steck of WFIL will take over the emcee duties on two weekly stage features at Fay's Theater this fall.

When Jan Savitt returns to KYW with his Top Hatters for Richard Hudnut perfumes, Carlotta Dale and Bon Bon will be the featured soloists.

Manager L. H. Bailey of WHAT on Saturday will air the first play-by-play of the Drexel Tech-Susquehanna gridiron scuffle. Members of the announcing staff will assist Bailey, and other games will be aired on succeeding Saturdays.

Polly Willis, WFIL song-bird, has turned dramatist, scripting a new microphone series to audition for a well-known local merchant.

their dials tuned to the Garden City station at all times in order to pick up these warnings.

**Tags for Tuning Knobs**

In merchandising a Sherwin-Williams show, KCMO, Kansas City, is making door-to-door distribution of small cardboard tags to be attached to tuning knobs of radio sets. Tags carry station's call letters, wavelength, and announcement of the S-W show and three other shows.

**Series on Sustainings**

WORL, Boston, is sending out a series of bulletins, each one devoted

**INDIANAPOLIS**

Morris Hicks, WIRE announcer, resumes his Sport-Slants.

"Your Birthday Party," heard Sunday noons under sponsorship of Kirk Furniture Co., is a new program on WFBM. Series will honor leading colleges and universities, social organizations, industrial firms and nearby towns on Sunday nearest respective birthday or founding date.

Sixth annual series of broadcasts presented by William H. Block Co. and known as "Block's Children's Hour," is being aired from company's auditorium Saturday mornings over WFBM. George Madden is announcer and Pete French emcee.

**LINCOLN**

George Patchen, KFAB engineer, this week weds Frieda Kiesler. Jim Cox, continuity writer, also made the altar walk recently.

J. Gunnar Back, KFAB-KFOR continuity chief, is now teaching a two-hour night course on radio at U. of Neb.

Joe W. Seacrest, executive commiteeman for Central States Broadcasting, is in Washington trying to gain a new wavelength and more wattage for KFOR. He's opposed by L. L. Coryell, Sr., who wants to build a new station on the wave being asked for by KFOR.

to a different sustaining program which is considered ripe for sponsorship.

**WCKY Reaches Dealers**

A mail promotion of 22,000 letters, cards and folders was completed last week by WCKY, Cincinnati, under the direction of Lloyd George Vennard, sales and merchandising director. Copy reached food and drug trade, automotive dealers, gas stations, news-stands and a specialized list of margarine dealers, to acquaint them with details of programs advertising products they have on sale. Personal calls are now being made as a follow-up.

**ORCHESTRAS MUSIC**

Bunny Berigan celebrates his six months' anniversary as an orchestra leader on next Sunday night's WOR commercial. In this short time, since he began on the CBS Saturday night "Swing Sessions," he has landed as a name band, has won a big commercial and a film contract, and is attracting capacity throngs on his first road tour.

Inclusion of jazz in the general music curriculum of the University Heights Center of New York University has been shifted to a later date. Vincent Lopez, who resumes network broadcasting over Mutual from the Drake Hotel, Chicago, starting Oct. 9, was originally scheduled to give the first of a series of lectures on the origin, history and appreciation of jazz on Oct. 5. But instead will launch his teachings on Nov. 9.

"Red Norvo and Mildred Bailey and Their Band" open the long-closed Mural Room of the St. Francis Hotel, San Francisco, Oct. 7 for 10 weeks and options. CBS will air them twice transcontinentally on Thursdays and Sundays.

Merle Pitt and his orchestra will play a return engagement at Martin Block's "Make-Believe Ballroom" on Tuesday, 3:30 p.m., via WNEW.

Victor Young, maestro of the Al Jolson show, and his ork have been signed for a series of disks to be released to foreign stations.

Ray Block's "Swinging the Blues" program, a regular Monday afternoon, WABC feature, has been switched to Tuesday at 12 noon.

Max Terr, the "Sing Band" maestro, is under contract to Paramount Pictures through October, 1940.

Terry Shand, pianist for Freddy Martin in Chicago, has two tunes clicking on the networks—"The Fly Outflew the Flea" and "Blue Sweetheart."

Larry Fotin, Philadelphia maestro, has placed three of his swing compositions with Luz Brothers Publishing Co., New York. They are "Raggle-Taggle," "Oasis" and "Wedding of Pochahontas."

**SAN ANTONIO**

Herman Waldman's music has replaced Bobby Millar's ork at the Olmos Starlit Gardens. Hymie airs nightly via KMAC.

**JOHN B. HATCH ASSOCIATES**

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)  
581 Boylston Street, Boston, Mass.  
Commonwealth 0466

## BLACK FAVORS RADIO FOR REPLY ON KLAN

(Continued from Page 1)

him first while boat was still off Norfolk, and later contacted him again.

Reason for preferring radio as a medium for his statements, Justice Black said, is that the public then will hear his remarks just as he makes them, without the editing that might occur in newspapers.

### 10 For Standard Symphony

San Francisco — Standard Symphony Hour, sponsored by Standard Oil of California on the coast NBC-Red, celebrates its tenth anniversary Thursday night. Alfred Hertz conducts.

### Gravymaster Limiting

Dryden Palmer (Gravymaster) will confine its radio efforts this fall and winter to WFBL, Syracuse, and WGY, Schenectady. Samuel C. Croot has the account.

### Bernie May Go Abroad

West Coast Bureau, RADIO DAILY

Los Angeles—Ben Bernie, whose American Can program winds up Oct. 19, may take a three-month trip to Europe after finishing his 20th Century-Fox film, "Love and Hisses."

## BOSTON

"Aida" and "Carmen" will be aired in their entirety over Colonial network from the stage of the Boston Opera House on Monday and Wednesday, 8:15 p.m.. The works will be presented by the New York Opera Company.

WCOP has the S.R.O. sign for commercial time on Sundays. The station is sold out from 10 a.m. until sign off.

Massachusetts Medical Society in conjunction with Massachusetts Department of Public Health will start a series of discussions on "Adult Hygiene" over Colonial network Wednesday night.

## ONE MINUTE INTERVIEW

### MacDONALD CAREY

"The radio actor can never become entirely absorbed in the character he is supposed to be creating. For one thing, there is the script which he must hold in his hand throughout the performance. He must keep glancing at the man in the control room from time to time for signs and directions. Above everything else, there is the microphone itself. The radio actor plays entirely to the mike, never to the other actors. There is none of the interchange between players, the play of one personality on another that gives pace to a stage performance."

## ★ Coast-to-Coast ★

ED SMALLE, director of choral groups including "The Seven G's" "The Caroleers," and currently "The Melody Mystics" on the WEA-Thursday Night-Leo Reisman beer series, is auditioning girls for a new choral group which he is preparing for Fall radio work.

WOPI, Bristol, has found a way to utilize its Radiatorium when not used for broadcasts. Stage performances are given by units from WSM's (Nashville) "Grand Ol' Opry," with a small admission charge.

WSPR, Springfield, Mass.; Howard S. Keefe, special events man, in New York on vacation . . . John S. Broderick, Perth Amboy (N. J.) News Reporter, has joined staff as salesman . . . Program Director Wayne Henry Latham will do a winter sports broadcast twice weekly . . . Wedding bells Oct. 12 for Billy Fields and Olga Rossini.

WTAR, Norfolk: John Carl Morgan, announcer, back on air after vacation . . . Jeff Baker also returns to start on the "Woman's News Review," new Comet Rice feature on Tuesdays, Thursdays and Saturdays, 10:30 a.m. . . . Walter Huffington's series, "Little Known Facts About Well Known Industries" was signed for seven more consecutive weeks after nine broadcasts, each week under a different sponsor.

WNYC, New York, starts a new series of five dramatic hours by the Radio Playhouse Acting Co. on Saturday with Maxwell Anderson's "Elizabeth the Queen."

KLZ, Denver: Special events crew which remoted Presidential address to Denver from Cheyenne, applauds nimble help from Clyde M. Hunt, WJSV, Washington, chief engineer, who was guest aboard Presidential special . . . Transcriptions of Roosevelt talk were made by Chief Engineer T. A. McClelland while special events crew under Production Manager Howard Chamberlain conducted actual airing.

Nancy Gray, fashion commentator over WTMJ, Milwaukee, appeared on six transcribed programs over the station under the sponsorship of Gimbel Bros. Electrically recorded at Radio City, each disk was flown to WTMJ to be broadcast the following morning.

Harold Newcomb, manager of WRJN, Racine, Wis., has been named to a committee to arrange for the Racine Community Chest pageant parade to be presented Oct. 2.

Robert White, WBZA program director, has been transferred to the twin station, WBZ, Boston, as announcer, replacing Charles Nobles,

who went to New York. Josephine Tierney, who has been White's assistant, takes his place.

Snedden Weir, studio manager of WOKO-WABY, Albany, is booked for two talks before Parent-Teacher Ass'n on radio and education.

Floyd Walter is now the organist for the A. Swire's Community Sing, presented in the Ritz Theater, Albany, and heard on WABY. Forrest Willis is song leader and Grenfell Rand does the quizzing of the audience.

Jean Poli has become a permanent member of the WICC (Bridgeport) staff as special announcer.

Studios of WHK-WCLE, Cleveland, set a record for visitors last week, chalking up 18,625.

Morris Haugen, associated with the sales department of WIBA, Madison, Wis., was married Saturday to Florence Ulrich.

WBIG, Greensboro, N. C., will again be used by Reidsville Tobacco market in ad drive to tobacco planters. Station is in center of tobacco world.

Nick Stemmler, the big Wheaties man of WSYR, Syracuse, is the eighth staff member of that station to take the count from cupid this year. Nick was married Monday to Jeanette Allen of Syracuse. They're honeymooning in Canada.

Charles LaTorre will appear in the new Evelyn Laye-Jack Buchanan musical, "Between the Devil," which opens in Philadelphia on Oct. 14 before coming to Broadway.

WJR, Detroit, has a schedule of nine football games, starting Saturday. The last seven are Notre Dame games. Eddie Batchelor, dean of Detroit sports writers, also has started a series of football talks over the station.

Hildegard, back from abroad, was given a welcome-home party at the Rainbow Room, with the following present: John Reber, Thomas Luckenbill, and Anthony Sanford of J. Walter Thompson; Adrian Samich of Kudner Agency; W. J. Fagan of Benton & Bowles; E. G. Sisson of Lord & Thomas; David Murray of U. S. Advertising; George Comtois and Joseph Hill of Federal Advertising; John McMillan of Compton Agency; George W. Allen of J. Stirling-Getchell, and George Engles. Daniel S. Tuthill, John H. Potter, John Babb, James L. Stirton, Ethel B. Gilbert, Samuel L. Ross, A. Frank Jones, Frances R. King and Ken Dyke of NBC.

## FIVE-DAY WEEK SET FOR ALL NBC STATIONS

(Continued from Page 1)

firmative. Network has been operating on the Saturday skeleton basis for the past four months.

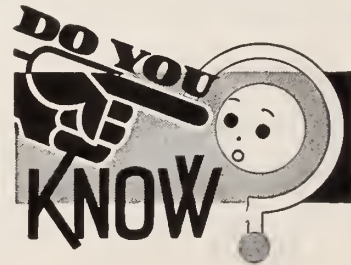
Engineers, producers, sound effects engineers and announcers are already on the five-day schedule. Only departments concerned in new plan are sales, program and promotion. With agencies operating with small staffs on Saturdays, network sales can accomplish little. Program and promotion always schedules its weeks ahead of current needs.

Department heads such as Wayne Randall, Clay Morgan, Vance Babb, Alfred H. Morton, A. A. Schechter, John Royal and O. B. Hanson, are always on call 24 hours a day and have been all during the summer months. Theoretically network employees work from 9 a.m. to 5 p.m., but the latter hour usually is closer to 7 p.m.

Whether the shorter hour announcement will call for a flat five-day week for all with those working on Saturday getting a day off earlier in the week is still uncertain. Believed that department heads will have the final say on how each department will operate.

William F. McGrady, labor counselor for RCA, is said to favor the five-day week. NBC move is in line with its policy of improving employee labor conditions wherever possible. Move may also be in line with equal working hours for all now that technical staff, announcers and production men have the shorter hours.

CBS has not served notice on its employees that they are to resume work on Saturdays and the original announcement did not state any time limitation to the five-day order. Trade rumors that CBS was to announce a five day 40-hour-week was as yet unconfirmed. From another source it was said that Mefford Runyon's office, who issued the original memo, had made no plans nor discussed the issue. William S. Paley, CBS president, arrives home from Europe today and it is possible that he will have the final say.



Eddie Cantor has a rival in another radio artist, Frank Barden, tenor-baritone, who also has five daughters.